

CASE STUDY

**How did Tag Digital achieve
206% more conversions with
GenAI creatives compared
to traditional banners?**

**Tag Digital x Messe Frankfurt
Automechanika Dubai 2023**

GenAI Results:
+1.3K Conversions
+13.1K Clicks
+1.7 million Impressions

Our Client - Messe Frankfurt

We ran paid advertising campaigns for Messe Frankfurt for their 2023 event, Automechanika Dubai.

Automechanika Dubai is the largest international trade show for the automotive aftermarket industry in the MEA region.

Messe Frankfurt were one of the first clients to trial GenAI ad creatives in this campaign, we are going to explore the difference in performance compared to traditional banners.

What did we test?

We wanted to compare the overall campaign performance of the GenAI creative vs the traditional creative.

They were both single image ads with the same copy and call to action, the test was the GenAI image and the normal image.

The traditional and GenAI creative were both created by the Tag Digital Creative Service and our in house designer.

Original Creative Results

1.8 million impressions

4.8K clicks

635 conversions

0.27% CTR

Original Creative Ad



automechanika
DUBAI

2 – 4 October 2023
Dubai World Trade Centre

MEA's largest
international
tradeshow for
the automotive
aftermarket

Register Now

The advertisement features a photograph of two men in a trade show booth. One man, wearing a blue and white striped shirt and glasses, is gesturing towards a display of automotive products. The other man, wearing a white shirt and a lanyard, is pointing at the products. The background shows a well-lit exhibition space with various automotive parts on display.

GenAI Creative Results

3.5 million impressions

18K clicks

1.9K conversions

0.5% CTR

GenAI Creative Ad

automechanika
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What was the conclusion?

Overall, the GenAI Creatives performed better than the original creatives with higher conversions, clicks, impressions and click through rate (CTR).

The GenAI creative is more eye catching and isn't overly off Messe Frankfurt's branding compared to the original creative.

We believe all event professionals should trial GenAI Creatives across all industries and see the results for themselves.

76% of conversions from GenAI

What was the increase in performance with GenAI Creatives?

+1.3K Conversions

+13.1K Clicks

+1.7 million Impressions

What did our client think?

"Tag Digital have been super instrumental in helping us achieve our fantastic show numbers.

A massive thank you to the team and the new push to using AI generated images has worked for our show and definitely created a buzz!"



Christina Marshall
Marketing Manager – Messe Frankfurt

Do you want results like this?

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